

Shaping Kentucky's Future:

Where are we?

Where are we headed?

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Goals for this session:

- “Shaping Kentucky’s Future” policy update
- Share emerging obesity policy ideas
- Share local efforts for addressing obesity
- Discuss federal opportunities

“Shaping Kentucky’s Future” Policies

1. Increase Physical Activity and Physical Education in Schools
2. Establish a Body Mass Index (BMI) Surveillance System for Youth
3. Support Breastfeeding in the Workplace
4. Require Standards for Nutrition and Physical Activity in Licensed Child Care Centers
5. Establish Complete Streets Policies
6. Require Menu Labeling at Fast Food and Chain Restaurants
7. Require Healthy Food in State Agencies
8. Provide Worksite Wellness Tax Credits to Businesses

Physical Activity/ Physical Education in Schools

- **Current status:** Statewide legislation to require 30 minutes of physical activity per day in elementary schools introduced without passage from 2006-2010.
- **Local Efforts:**
 - Safe Routes to School
 - School Wellness Policies
 - Activity Breaks

Body Mass Index (BMI) Surveillance

- **Current Status:** BMI legislation was tied to HB 52 (physical activity bill) during the 2010 session and did not pass.
 - Next year, BMI will be introduced as a separate bill
- **Local efforts**
 - Some schools measure BMI for evaluation of their obesity/physical activity programs

Breastfeeding in the Workplace

- **Current status:** Provision passed in Health Reform
 - Requires workplaces to provide a reasonable amount of time and place (not a bathroom) for non-exempt employees
 - In effect immediately after passage
- **Local efforts**
 - Some businesses already offer mothers' feeding rooms/nurseries

Nutrition and Physical Activity Standards in Licensed Child Care Centers

- **Current status:**

- Kentucky requires the activity program of child care facilities to provide large muscle or gross motor activity, development, and/or equipment.
- Kentucky also limits viewing or listening to television to two hours a day in licensed child care centers.

- **Local Efforts?**

Complete Streets

- **Current Status:** Statewide legislation was introduced in 2008 but did not pass
- **Local efforts**
 - Louisville adopted a complete streets ordinance in 2008
 - Lexington is in the process of adopting a complete streets policy

Menu Labeling at Fast Food and Chain Restaurants

- **Current status:** Provision passed in Federal Health Reform
 - Includes restaurants with 20 or more outlets nationwide.
- **Local efforts**
 - Local restaurants could help by labeling their menus as well.

Require Healthy Food in State Agencies

- **Current status:** No legislation has been introduced at this time
 - State agencies are allowed to purchase from local farmers

Provide Worksite Wellness Tax Credits to Businesses

- **Current status:** Provision passed in Federal Health Reform
 - Grants are available to small business to institute a worksite wellness program
 - Worksite wellness technical assistance will be available to all businesses
- **Local efforts**
 - Many employers already have worksite wellness programs.

Emerging Policy:

Sugar Sweetened Beverage Tax

- Excise tax on sugar-sweetened beverages, earmarked for obesity prevention, subsidizing healthy foods, etc.
 - Initially discussed as a method to fund federal health reform but was dismissed
 - Several cities/states are now exploring this option
 - Similar concept as the Tobacco Tax
- Thoughts about this tax?

Current Federal Opportunity: Child Nutrition Reauthorization Act of 2010

- Obama has called for a \$10 billion (\$1 billion per year) increase in funding
- A robust reauthorization could help improve nutrition to the federal meal programs included in this Act.
- Passed the Senate with 4.5 billion (a little under half of Obama's request). The House is now working on their version.

Final Thoughts...

- No single policy will solve obesity; a multifaceted approach is needed.
- Efforts are needed at the federal, state, and local level.
- Everyone needs to play a role in fighting obesity.
- Efforts should be made to create a society that encourage and promote healthy decisions.

Questions?